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INJURY PREVENTION

A Guide to Programs and Resources

Statewide
Comprehensive
Injury Prevention
Program
Massachusetts
Department of
Public Health
1989

GOVERNMENT DOCUMENTS
COLLECTION

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Injury Prevention: A Guide to Programs and Resources

produced by:

Statewide Comprehensive Injury Prevention Program

Bureau of Parent, Child and Adolescent Health

Massachusetts Department of Public Health

150 Tremont Street

Boston, Massachusetts 02111

with support from:

Injury Prevention Center,
Harvard School of Public Health

and

Massachusetts Medical Society

Commonwealth of Massachusetts

Michael S. Dukakis, Governor

Philip W. Johnston, Secretary of Human Services

Deborah Prothrow-Stith, M.D., Commissioner of Public Health

1989

May 1989

Dear Injury Prevention Colleague,

The year 1989 marks the close of a decade of achievement for SCIPP, the Statewide Comprehensive Injury Prevention Program. As we celebrate the beginning of our second decade, SCIPP has produced this document, "Injury Prevention: A Guide to Programs and Resources."

To gather information for this Guide, SCIPP mailed request forms to the many programs, agencies and community groups involved in the prevention of injuries in Massachusetts. The information included in the Guide was taken directly from the completed forms of the respondents. While the Guide primarily outlines Massachusetts-based efforts, a selection of national programs and organizations has also been included. The Guide does not, however, contain information about the many exemplary state and local injury prevention groups located outside Massachusetts.

Although attempts were made to include every relevant program in the Guide, it is likely that some important resources have been overlooked. For this reason, a blank information form has been included at the rear of the Guide. This blank form may also be used to make corrections in existing entries or to update SCIPP on changes in your program.

Over the past decade SCIPP has had the privilege of working with individuals from hundreds of local, state and national programs to achieve the goals of injury prevention. We thank all of you for this opportunity, and look forward to continuing our work with you in the future.

Sincerely,

The SCIPP Staff

Our thanks to those who contributed to the development of "Injury Prevention: A Guide to Programs and Resources," especially to the Injury Prevention Center at the Harvard School of Public Health and the Massachusetts Medical Society.

Editors: Janice Mirabassi and Alison Dana Reviewers: Cynthia Rodgers, Diane M. Butkus, Caryl Haddock, Mary McDonough Cover design: Michelle Rose Layout and Word Processing: Mary McDonough.

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1. AMERICAN ACADEMY OF PEDIATRICS, MASSACHUSETTS CHAPTER

Academy Headquarters
24 Lindbergh Avenue
West Newton, MA 02165

Contact: Chair, Accident Prevention Committee, Dr. Paul C. Schreiber
One Pearl Street
Brockton, MA 02401
(508) 586-3600

Description of program: The Accident Prevention Committee provides materials to pediatricians, lobbies the legislature for child safety issues and other child advocacy issues, and supports various local or statewide projects for child safety.

Program areas: Babysitting safety; bicycle safety; burn prevention/fire safety; child abuse/family violence; child care/day care; home safety; lead poisoning; motor vehicle occupant; pedestrian safety; playground safety; poisoning; product safety; rape/sexual assault; school safety; school bus safety; toy safety.

Target population: Infants/toddlers; school-aged children; adolescents; parents/consumers; professionals.

Services: Speakers (some free; some requiring a fee).

Materials: Brochures (fee).

2. AMERICAN AUTOMOBILE ASSOCIATION (AAA)

1050 Hingham Street
Rockland, MA 02370-1090
(617) 723-0800, ext. 202

Contact: Manager, Community and Government Relations, David A. Juvet

Description of program: The Rockland office of AAA is the headquarters for eastern Massachusetts and New Hampshire; you may contact the Rockland office to inquire about other regional offices and clubs located in or near your community. AAA provides materials dealing with safety belt use, child restraint usage, bike safety, pedestrian safety, and drinking and driving.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; motor vehicle occupant; pedestrian safety; playground safety; school safety; school bus safety.

Target population: All age groups; parents.

Materials: AV's (rent/purchase); brochures; posters (fee); catalogue of materials.

3. AMERICAN RED CROSS OF MASSACHUSETTS BAY

99 Brookline Avenue

Boston, MA 02215

(617) 262-1234

Contact: Health Services Department, Priscilla Garnache

Description of program: The American Red Cross offers a variety of courses, including babysitting; health and safety for infants and children; water safety; CPR for infants, children and adults; and BAT (first-aid course for school-aged children). To find out about services offered in your area, contact your local American Red Cross chapter.

Program areas: Babysitting safety; burn prevention/fire safety; child care/day care; drowning prevention/water safety; emergency services/first aid; eye safety/prevention of blindness; head injuries; home safety; playground safety; poisoning prevention; toy safety.

Target population: Infants/toddlers; school-aged children; adolescents; adults; parents/consumers; professionals.

Services: Technical assistance; courses; speakers (some free; some requiring a fee).

Materials: AV's (rent); brochures and posters (some free; some requiring a fee); catalogue of materials.

4. ART HAZARDS INFORMATION CENTER AT THE CENTER FOR SAFETY IN THE ARTS

5 Beekman Street, Room 1030

New York City, NY 10009

(212) 227-6220

Contact: Art Hazards Information Director, Angela Babin

Description of program: The Art Hazards Information Center answers approximately 50 written and telephoned inquiries daily on art hazards. Requests for information come from artists, craftspeople, theater technicians, performing artists, teachers, parents, students, museum conservators, physicians, poison control centers and government agencies. The Art Hazards Information Center 1) researches the potential hazards of materials and processes used in the arts; 2) writes and distributes publications on art hazards (CSA has over 75 books, articles and data sheets available); 3) makes referrals to physicians with expertise in occupational medicine, suppliers of personal protective equipment, ventilation experts, etc.; and 4) provides a resource for press and media.

Program area: Art safety.

Target population: All age groups; parents/consumers; professionals.

Services: Technical assistance; speakers (fee); resource library; hotline, (212) 227-6220, from 9 AM to 5 PM, Monday through Friday.

Materials: AV's (rent); brochures and posters (free); catalogue of materials; Spanish data sheet.

5. BICYCLE FEDERATION OF AMERICA

1818 R Street, NW

Washington, DC 20009

(202) 332-6986

Contact: Program Manager, Linda Tracy

Description of program: The Bicycle Federation of America was founded to promote the safe use of bicycles for recreation and transportation. The Federation works to: promote bicycle helmet use through education, public awareness, and helmet demonstration/evaluation projects; advocate bicycling in national policies, standards, guidelines and regulations; develop design guidelines for bicycle routes; develop and produce educational and safety promotion materials; train state and local bicycle coordinators; publish an annual media guide; act as a clearinghouse for information on all aspects of bicycling.

Program areas: Bicycle safety/bicycle helmet promotion; head injuries; legislation/regulation; pedestrian safety; product safety; school safety; sports/recreational safety.

Target population: Toddlers; school-aged children; adolescents; adults; senior citizens; parents/consumers; physicians; state, local and federal government agencies; media; bicycle and bicycle-related products industry.

Services: Technical assistance; speakers; resource library.

Materials: AV's (purchase); brochures and posters (fee); *Comprehensive Bicyclists' Education Program*, grades 4-6 (teacher's guide and video); monthly newsletter, *Pro Bike News* (fee).

6. BOSTON'S CHILDHOOD INJURY PREVENTION PROGRAM

H08 425, Department of Health and Hospitals
818 Harrison Avenue
Boston, MA 02118
(617) 424-5197
Contact: Program Director, Marie Bond

Description of program: The program runs seminars and workshops to train health service providers in methods of injury prevention counseling. Injury prevention education is provided for community groups. Safety supplies are available for free distribution, and special projects such as a smoke detector distribution campaign have been initiated. Local media is used for broader community education, and advocacy for improved and strengthened safety legislation and regulations is an important program activity.

Program areas: Alcohol-related injuries/safety issues; babysitting safety; bicycle safety; burn prevention/fire safety; child care/day care; data collection; drowning prevention/water safety; eye safety/prevention of blindness; head injuries; home safety; lead poisoning prevention; motor vehicle occupant; pedestrian safety; playground safety; poisoning prevention; product safety; school safety; school bus safety; spinal cord injury; sports/recreational safety; toy safety.

Target population: Infants/toddlers; school-aged children; adolescents.

Services: Technical assistance; speakers (free--within the city of Boston).

Materials: AV's (loan); brochures and posters (free); catalogue of materials; foreign language materials.

7. BURN FOUNDATION

1311 Chancellor Street
Philadelphia, PA 19107
(215) 735-4050
Contact: President, Peter Brigham

Description of program: The Burn Foundation collects data on causes and contributing factors involved in severe burn injuries to over 700 patients hospitalized annually at five burn centers. Statistics from this and other data collection efforts form the base for educational and legislative advocacy efforts addressing burn injury hazards.

Program areas: Burn prevention/fire safety; data collection.

Target population: Infants/toddlers; school-aged children; adults; senior citizens; parents/consumers; professionals.

Services: Technical assistance; speakers (free); resource library.

Materials: Brochures (some free; some requiring a fee).

8. CENTER FOR HEALTH COMMUNICATION, HARVARD SCHOOL OF PUBLIC HEALTH

677 Huntington Avenue
Boston, MA 02115
(617) 732-1086

Contact: Director of Health Information, Terri Mendoza

Description of program: The Center works on media strategies for health promotion, with a current focus on alcohol-related traffic fatalities and other aspects of highway safety.

Program areas: Alcohol-related injuries/safety issues; motor vehicle occupant.

Target population: Professionals; mass media.

9. CHILDHOOD LEAD POISONING PREVENTION PROGRAM

Massachusetts Department of Public Health
State Laboratory Institute
305 South Street
Jamaica Plain, MA 02130
(617) 522-3700, ext. 187

Contact: MCH Project Coordinator, Lead Poisoning Prevention Program, Mickey Aramati

Description of program: Activities are focused on prevention of childhood lead poisoning through education and outreach to parents, health care providers, housing specialists and others with a professional interest in child health. Laboratory analysis, environmental investigations, case management and educational seminars are provided at no cost to the client.

Program areas: Data collection; lead poisoning prevention.

Target population: Adults; parents/consumers; professionals; housing service personnel.

Services: Technical assistance; speakers (free); toll-free number, 1-800-532-9571, 8 AM to 5 PM, Monday through Friday.

Materials: Brochures (free); Spanish materials.

10. COMMUNITIES FOR CHILD SAFETY

Erikson Institute

25 W. Chicago Avenue

Chicago, IL 60610

(312) 280-7302

Contact: Project Co-Director, Barbara A. Chamberlain

Description of program: "To create injury-free communities for children by coordinating, enhancing, and developing community efforts" is the mission statement written by the eleven professional teams from across the United States trained through this program to work in their communities to predict and prevent injury to children. The focus is on process and the involvement of all community members.

Program areas: Includes all causes of injury to children and assessing existing effective and potential interventions in local communities.

Target population: Infants/toddlers; school-aged children; adolescents; all members of local committees.

Services: Technical assistance; speakers (fee--local team members also available); resource library being developed.

Materials: AV's (loan).

11. EMERGENCY NURSES CARE, INC. (ENCARE)

18 Lymon Street

Westboro, MA 01581

(508) 366-7591

Contact: Barbara A. Foley

Description of program: ENCARE is an alcohol education/prevention program showing the consequences of drinking and driving as emergency nurses see it on a daily basis. Program nurses speak about alcohol use and abuse and how it affects the body, head injury, neck injury, seat belt safety and myths on safety belts, overdose, etc.

Program areas: Alcohol-related injuries/safety issues; emergency services/first aid; head injuries; legislation/regulation; motor vehicle occupant; spinal cord injury.

Target population: All age groups; parents/consumers; professionals.

Services: Speakers (some free; some requiring a fee).

Materials: Brochures and posters (free); catalogue of materials; quarterly newsletter, *Caring*.

12. FALL RIVER FIRE MUSEUM

1181 N. Main Street

Fall River, MA 02720

(508) 674-1810

Contact: Executive Director, Irene Pinsonneault

Description of program: The Fall River Firefighters Memorial Museum operates a wide range of public fire education and prevention programs, including, "Starting Off Safely," a year-round program for preschoolers; "Be Fire Safety Smart . . . Like Me!," a local program for grades 1, 3 and 5; Juvenile Firesetters Intervention Program, an aggressive, comprehensive program for children ages 3-17 who play with, start, or witness fires; and an annual Public Safety Awareness Day.

Program areas: Babysitting safety; burn prevention/fire safety; child abuse/family violence; emergency services/first aid; home safety; playground safety; product safety; school safety; juvenile firesetting intervention.

Target population: All age groups; group home staff.

Services: Technical assistance; speakers (some free; some requiring a fee); resource library.

Materials: AV's; brochures; posters (free); catalogue of materials; materials in Portuguese and Khmer.

13. FATAL ACCIDENT REPORTING SYSTEM (FARS)

NHTSA, NRD-30

400 7th Street, S.W.

Washington, DC 20590

(202) 366-1470

Description of program: FARS gathers data on the most severe traffic accidents that occur each year. FARS supplies U.S. Department of Transportation's NHTSA with information that is invaluable to its mission. These data are essential to identification of traffic safety problems, development and implementation of ways to deal with those problems, and the evaluation of existing and proposed motor vehicle standards and traffic safety programs.

14. GERBER PRODUCTS COMPANY

445 State Street
Fremont, MI 49412
(616) 928-2497

Contact: Professional Communications, Secretary, Shirley Wolford

Description of program: Gerber produces a publication focusing on the safety hazards that children under age 12 encounter daily. General information on toy safety and poisonous substances is included. The publication is available in English or Spanish.

Program areas: Bicycle safety; burn prevention/fire safety; drowning prevention/water safety; home safety; lead poisoning prevention; poisoning prevention; sports/recreational safety; toy safety.

Target population: Infants/toddlers; school-aged children; parents/consumers.

Services: Toll-free number, 1-800-4-GERBER, 8 AM to 5 PM, Monday through Friday.

Materials: Brochures (free); Spanish materials.

15. GOVERNOR'S ALLIANCE AGAINST DRUGS

One Ashburton Place, Room 2131
Boston, MA 02108
(617) 727-0786

Contact: Executive Director, John P. Doherty, Jr.

Description of program: The Governor's Alliance Against Drugs is a coordinated statewide effort which mobilizes communities to address the problems of student drug and alcohol abuse. The Alliance provides assistance to cities and towns to create advisory councils which will: update school discipline codes; develop a written agreement between school and police officials; develop K-12 curricula; create peer and parent education programs; and provide access to community treatment resources.

Program areas: Alcohol-related injuries/safety issues; child abuse/family violence; data collection; homicide/suicide; legislation/regulation; rape/sexual assault; school safety.

Target population: School-aged children; adolescents; adults; parents/consumers; professionals; police chiefs; superintendents; elected officials.

Services: Technical assistance; speakers (free); toll-free hotline, 1-800-327-5050, 24 hours a day.

Materials: Brochures and posters (free); catalogue of materials; Portuguese materials (and soon, Spanish).

16. GOVERNOR'S HIGHWAY SAFETY BUREAU (GHSB)

Saving Lives Program
Metro Boston Complex
1155 Central Avenue
Needham, MA 02192
(617) 727-6960 or 727-6956
Contact: Caroline Hymoff, Tom McGovern

Governor's Highway Safety Bureau
Saltonstall Building
100 Cambridge Street, 21st Floor
Boston, MA 02202
(617) 727-5073
Contact: Director, Terrance Schiavone

Description of program: The Governor's Highway Safety Bureau developed and administers more than a dozen highway safety programs. The Comprehensive Community Traffic Safety Programs involve locally based groups to address speed and alcohol violation enforcement, occupant protection encouragement, beverage server responsibility, alcohol and drug education, public education and information, and local involvement and fiscal responsibility for traffic safety programs. The Statewide/Community Education and Awareness Programs address the issues of youth alcohol and drug awareness, community-wide traffic safety education, Project Graduation and public information campaigns.

Program areas: Alcohol-related injuries; head injuries; motor vehicle occupant; pedestrian safety; school bus safety.

Target population: All age groups; parents/consumers; professionals; law enforcement officers; corporations.

Services: Technical assistance; speakers (free).

Materials: Brochures (free); posters (free).

17. HAVERHILL SAVING LIVES PROGRAM

City Hall, Room 310
4 Summer Street
Haverhill, MA 01830
(508) 374-2303
Contact: Director, Maria E. Farrah

Description of program: The Saving Lives Program is a community traffic safety program promoting the use of safety belts, drinking and driving hazard awareness and pedestrian safety, targeting all age groups.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; head injuries; motor vehicle occupant; pedestrian safety; school bus safety.

Target population: All age groups.

Services: Speakers.

Materials: Brochures (free).

18. HEALTH PROMOTION PROGRAM FOR URBAN YOUTH – VIOLENCE PREVENTION PROJECT

Boston City Hospital

N.E.B. 112

818 Harrison Avenue

Boston, MA 02118

(617) 424-5196

Contact: Co-Director, Renee Wilson; Project Coordinator, Joanne Taupier

Description of program: The Violence Prevention Project is a community-based outreach and education effort directed to the primary prevention of interpersonal violence and intentional injury among adolescents. The program provides training in a specific violence prevention curriculum and technical assistance to professionals seeking to address the issues with youth they serve.

Program areas: Data collection; homicide/suicide; non-fatal, assaultive, intentional injury to adolescents.

Target population: School-aged children; adolescents; professionals.

Services: Technical assistance; speakers (fee); resource library.

Materials: AV's (loan); brochures and posters (fee).

19. INDIAN HEALTH SERVICE

Parklawn Building

5600 Fishers Lane

Rockville, MD 20857

Contact: Manager, Injury Prevention Program, Rick Smith

(301) 443-1054

Description of program: This agency is responsible for the development, implementation and evaluation of community-based injury prevention programs for American Indians and Alaska natives. Current emphasis is on injury surveillance training of professional and para-professional staff and coalition building within states and regions.

Program areas: Alcohol-related injuries/safety issues; motor vehicle occupant; pedestrian safety; data collection.

Target population: Infants/toddlers; adolescents; parents/consumers.

Services: Technical assistance.

Materials: Brochures and posters (free); free newsletter, *Injury Control Notes*, published on an irregular basis.

20. INJURY PREVENTION CENTER

Harvard School of Public Health
677 Huntington Avenue
Boston, MA 02115
(617) 732-2123
Contact: Project Coordinator, Alison Dana

Description of program: The Injury Prevention Center recognizes that increased attention and support for both research and practice are crucial for addressing the major public health problem of injury. The Center's main programs include the Childhood Injury Prevention Resource Center and the New England Injury Prevention Research Center. The Resource Center disseminates information and provides technical assistance to state and local health agencies and to academic programs seeking to develop or expand childhood injury prevention programs. The Research Center is a collaborative effort of several universities and agencies. Current research addresses both intentional and unintentional injuries.

Program areas: Child care/day care; data collection; home safety; legislation/regulation; pedestrian safety; school safety; referral information and services on all topics listed and research on selected topics.

Target population: Infants/toddlers; school-aged children; adolescents; professionals; state and federal agencies; academic institutions.

Services: Technical assistance; speakers; resource library.

Materials: Catalogue of materials (research and working papers).

21. INSURANCE INFORMATION INSTITUTE

One Liberty Square
Boston, MA 02109
(617) 482-2232
Contact: Regional Representative, Diana L. McClure

Description of program: The Institute is a non-profit communications, educational and fact-finding organization dedicated to improving the public's understanding of the property-casualty insurance industry. Part of its focus is on the underlying costs that affect business, home and auto insurance, including injury prevention.

Program areas: Alcohol-related injuries/safety issues; burn prevention/fire safety; home safety; legislation/regulation; motor vehicle occupant; pedestrian safety.

Target population: All age groups; parents/consumers; professionals.

Services: Technical assistance; speakers (free); resource library; toll-free number, 1-800-221-4954, 9 AM to 4:45 PM, Monday through Friday.

Materials: AV's (rent); brochures (free); catalogue of materials.

22. KIWANIS PEDIATRIC TRAUMA INSTITUTE/NEW ENGLAND MEDICAL CENTER

750 Washington Street

Boston, MA 02111

(617) 956-6381

Contact: Director, Dr. Burton H. Harris

Description of program: The institute sponsors injury control programs which address the common causes of childhood injury. Past efforts have included seat belt awareness and bicycle safety, and the next major campaign will focus on water safety. The Kiwanis Pediatric Trauma Institute is also a sponsor and participant in the National SAFE KIDS Coalition.

Program areas: Bicycle safety; data collection; head injuries; motor vehicle occupant.

Target population: Infants/toddlers; school-aged children; parents/consumers; professionals.

Services: Technical assistance; speakers (some free; some requiring a fee); hotline, 1-617-956-6380, 8 AM to 5 PM, Monday through Friday.

Materials: Brochures and posters (free).

23. LEAGUE OF AMERICAN WHEELMEN

6707 Whitestone Road, Suite 209

Baltimore, MD 21207

(301) 944-3399

Contact: Government Relations Director, Andy Clarke

Description of program: In conjunction with the Bicyclists' Educational and Legal Foundation, the League certifies bicycle instructors through its Effective Cycling Program. As the national membership organization of bicyclists, the League has a variety of safety materials available, including Bike Month organizers' kits. Request a publication guide for details.

Program areas: Bicycle safety; head injuries; motor vehicle occupant; pedestrian safety; sports/recreational safety.

Target population: All age groups.

Services: Speakers (fee).

Materials: AV's (rent); brochures (fee); catalogue of materials; newsletter, *Bicycle USA*, published nine times a year (fee).

24. MARLBOROUGH SAVING LIVES PROGRAM

City Hall
140 Main Street
Marlborough, MA 01752
(508) 460-3764
Contact: Director, Alison Hartt

Description of program: Saving Lives is a community traffic safety program promoting the use of safety belts, drinking and driving hazard awareness and pedestrian safety. The program seeks to prevent motor vehicle injuries through awareness, education and enforcement.

Program areas: Alcohol-related injuries/safety issues; head injuries; motor vehicle occupant; pedestrian safety; school bus safety.

Target population: All age groups--community wide.

Services: Technical assistance; speakers (free).

Materials: AV's (loan); brochures and posters (free); monthly newsletter, *Saving Lives News* (free).

25. MASSACHUSETTS HEAD INJURY ASSOCIATION (MHIA)

484 Main Street, Room 325
Worcester, MA 01608
(508) 795-0244
Contact: Director, Daniel Shapiro

Description of program: MHIA is a private, non-profit organization incorporated in 1982 as an affiliate of the National Head Injury Foundation. MHIA is dedicated to the prevention of head injuries and to ensuring a good quality of life for persons with head injury and their families. MHIA provides information and referrals for individuals, families and professionals, and promotes public awareness through a quarterly newsletter, a Speaker's Bureau, and active media relations. MHIA advocates for the passage of legislation that promotes injury prevention (e.g., seat belt legislation) and affordable services for persons with head injury and their families. The program encourages a spirit of self-advocacy and support through an array of family and survivor groups throughout the state and by facilitating family-to-family linkages.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; data collection; head injuries; home safety; legislation/regulation; motor vehicle occupant; pedestrian safety; playground safety; school safety; school bus safety; sports/recreational safety.

Target population: All age groups; parents; professionals.

Services: Technical assistance; speakers (free); resource library.

Materials: AV's (loan); brochures (free); posters (fee); quarterly newsletter, *MHIA Quarterly* (free).

26. MASSACHUSETTS INTERSCHOLASTIC ATHLETIC ASSOCIATION (MIAA)

83 Cedar Street
Milford, MA 01757
(508) 478-5641

Contact: Assistant Executive Director, William Gaine

Description of program: MIAA is a non-profit educational organization which serves its 352 voluntarily affiliated member high schools in promotion of athletic participation opportunities. Constitutional mandates of the Association include promoting safety and health of participants. The MIAA includes a Sports Medical Committee, and also provides a staff liaison to the Massachusetts Medical Society and the Department of Public Health regarding all related health and safety issues of high school athletes.

Program areas: Sports/recreational safety.

Target population: School-aged children; adolescents; professionals; school personnel.

Services: Technical assistance; speakers.

Materials: AV's (loan); brochures.

27. MASSACHUSETTS NURSES ASSOCIATION (MNA)

340 Turnpike Street
Canton, MA 02021
(617) 821-4625

Contact: Associate Director, Membership, Rebecca Greber

Description of program: MNA's injury prevention efforts have focused primarily on passenger safety and the nurses' role in promoting this as part of a healthy lifestyle. MNA also has produced generic "play safety" pamphlets focused on developmental play and parental interaction.

Program areas: Motor vehicle occupant; toy safety.

Target population: All age groups; parents; professionals.

Services: Speakers (free).

Materials: AV's (loan); brochures, bookmarks and bumper stickers (free).

28. MASSACHUSETTS OFFICE FOR CHILDREN/LICENSING DIVISION

10 West Street

Boston, MA 02136

(617) 727-8900

Contact: Director of Licensing, Marilyn Gallivan

Description of program: Massachusetts Office for Children licensors provide advice on safety and injury prevention to licensed child care centers, private nursery schools and kindergartens, family day care homes, school-age child care programs, certain residential programs, and foster care/adoption placement agencies. Assistance is provided during regular licensing visits or upon request.

Program areas: Child care/day care; home safety; toy safety.

Target population: Child care providers.

Services: Technical assistance.

29. MASSACHUSETTS PASSENGER SAFETY PROGRAM (MPSP)

Massachusetts Department of Public Health

150 Tremont Street, 3rd Floor

Boston, MA 02111

(617) 727-1246

Contact: Training Coordinator, Diane Ricciotti, or Communications/Outreach Coordinator, Marjorie Seus

Description of program: MPSP is responsible for statewide coordination of child and adult passenger safety promotional efforts. The program operates a Resource Center containing a comprehensive collection of passenger safety resource materials. Services include training for educators, health care providers, community volunteers, and law enforcement personnel. Programs include: public education; implementation of the 1981 and 1987 child passenger safety laws; coordination of community safety belt programs; implementation of seasonal "buckle-up" campaigns; operation of a car safety seat loan program; Speakers' Bureau trainings and presentations; car seat "misuse clinics"; transportation safety for disabled children; and the Saved by the Belt Club.

Program areas: Child care/day care (as related to passenger safety); data collection; head injuries; motor vehicle occupant; school bus safety; spinal cord injury.

Target population: All age groups; law enforcement officers; health care providers; corporations; educators; community organizations.

Services: Technical assistance; speakers (free); resource library; toll-free number, 1-800-CAR-SAFE.

Materials: AV's (loan); brochures and posters (free); catalogue of materials; some brochures and handouts available in Spanish, Portuguese, and Khmer; quarterly newsletter, *Update*, (free).

30. MASSACHUSETTS POISON CONTROL SYSTEM (MPCS)

300 Longwood Avenue

Boston, MA 02115

(617) 735-6609

Contact: Administrator, Anne Vaccaro

Description of program: The Poison Control System is the lead agency for many poisoning prevention efforts which take place throughout the Commonwealth. The MPSC is a unique public-private partnership supported by the state and member hospitals. It was organized in 1978 to provide services, teaching and outreach on poisoning and poisoning prevention. Outreach efforts include: distribution of pamphlets, telephone stickers and posters; a speaker's bureau; presentations and conferences for health professionals and the public; and special projects in poisoning prevention.

Program areas: Poisoning prevention.

Target population: All age groups; public health administrators; emergency services.

Services: Technical assistance; speakers (fee); resource library; toll-free hotline, 1-800-682-9211, 24 hours a day/7 days a week.

Materials: AV's (rent); brochures and posters (fee); catalogue of materials; monthly newsletter, *Clinical Toxicology Reviews* (fee).

31. MASSACHUSETTS SAFETY COUNCIL

111 Beach Street

Boston, MA 02111

(617) 542-6067

Contact: President, Arthur Moriarty, or Director of Marketing and Communications, Cheryl Alberti

Description of program: The Massachusetts Safety Council is a not-for-profit corporation that focuses on safety education and training.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; eye safety/prevention of blindness; home safety; motor vehicle occupant; pedestrian safety; poisoning; school safety; school bus safety.

Target population: School-aged children; adolescents; adults; professionals.

Services: Technical assistance; speakers (free/fee); resource library.

Materials: AV's (loan/rent); brochures and posters (free/fee); catalogue of materials; Spanish materials; bi-monthly newsletter, *Lifeguard* (free).

32. MASSACHUSETTS SEAT BELT COALITION

61 Winter Street
Weymouth, MA 02188
(617) 337-6555

Contact: Executive Director, Paula Golden

Description of program: Educational outreach for safety belt promotion; other passenger safety-related issues.

Program areas: Alcohol-related injuries/safety issues; data collection; head injuries; legislation/regulation; motor vehicle occupant; spinal cord injury.

Target population: All age groups; parents; professionals; corporations.

Materials: Brochures and posters (free); semiannual newsletter, *Seat Belt Works* (free).

33. MASSACHUSETTS SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN (MSPCC)

43 Mt. Vernon Street
Boston, MA 02108
(617) 227-2280

Contact: Public Relations Office, Joan Millman

Description of program: MSPCC is the only statewide private protective child welfare agency in the country. MSPCC offers protective and preventive programs for home, school, hospital and community-based settings. Other services include information and referrals; outreach and intervention; court investigation; family advocacy; self-help groups; and a comprehensive emergency service. The Good Start program is available to help parents cope with the challenges of caring for a newborn. MSPCC has sixteen additional offices in locations throughout the state.

Program areas: Child abuse/family violence.

Target population: Infants/toddlers; school-aged children; adolescents; parents/consumers; professionals; adolescent parents.

Services: Technical assistance; speakers (free); resource library; hotline, 1-800-442-3035, provides a social worker to assess any family in crisis.

Materials: AV's (rent); brochures (free); Spanish and Portuguese materials; quarterly newsletter, *News/Views from the MSPCC* (free).

34. MASSACHUSETTS SOCIETY OF EYE PHYSICIANS AND SURGEONS

P.O. Box 426

Newton Highlands, MA 02161

(617) 426--2020

Contact: Executive Secretary, Catherine Wright

Description of program: The Society conducts a School Nurse Program with annual lectures at five sites. Their Safety and Public Health Committee has developed a poster on eye safety in sports. During Eye Health Month (January), a publicity campaign is conducted which includes the topic of eye safety.

Program areas: Emergency services/first aid; eye safety/prevention of blindness; sports/recreational safety.

Target population: School-aged children; adolescents; adults; senior citizens; professionals.

Services: Speakers (free).

Materials: AV's (loan); brochures and posters (usually free).

35. MASSACHUSETTS SOCIETY OF OPTOMETRISTS (MSO)

101 Tremont Street, Suite 608

Boston, MA 02108

(617) 542-9200

Contact: Executive Director, Dr. Carmine A. Guida

Description of program: Provides information on "Save Your Vision Week." The materials include a puppet character, named Seymour Safety, to help teach children about eye safety.

Program areas: Eye safety/prevention of blindness; sports/recreational safety; toy safety.

Target population: School-aged children; adolescents; adults; senior citizens; parents/consumer; professionals.

Services: Speakers.

Materials: Brochures (free).

36. MASSPIRG
29 Temple Place
Boston, MA 02111
(617) 292-4800

Contact: Laura Barrett (child care); Ellen Citron (product and toy safety), Chuck Caldart (lead)

Description of program: MASSPIRG is a public interest advocacy organization. Most of the organization's efforts focus on legislation: child care standards, air bag promotion (via insurance discounts, report on auto dealer practices), defense of product liability laws, lead poisoning laws (including potential lawsuit on same).

Program areas: Child care/day care; lead poisoning; motor vehicle occupant; product safety; toy safety; a study of toxic art supplies in Massachusetts schools.

Target population: Legislature; businesses.

37. MBTA POLICE COMMUNITY SERVICE PROGRAMS

275 Dorchester Avenue
South Boston, MA 02127
(617) 722-3707

Contact: Community Service Officer, Detective Fran Mulhern

Description of program: The MBTA Community Service Office offers four audiovisual presentations on public transportation safety. "Safe Kids on the T" is targeted for children ages 5-10; "Teens on the T" focuses on T safety and the MBTA anti-graffiti program; "Victim Awareness Program" emphasizes crime prevention; "Commuter Rail Safety" is a 40-minute presentation for all age groups. Contact the Community Service Officer to schedule a presentation.

Program areas: Safety on the T.

Target population: All age groups; schools; youth groups; camps.

Services: Speakers (free).

Materials: Brochures and posters (free); Spanish materials.

38. MEDFORD SAVING LIVES PROGRAM

85 George P. Hassett Drive, #302

Medford, MA 02174

(617) 396-5500, ext. 453

Contact: Director, Stephanie Sullivan

Description of program: Medford Saving Lives is a comprehensive community program to promote traffic safety awareness and provide educational activities. The program uses a working task force of volunteers from schools, community groups, business, law enforcement, and alcohol beverage sciences.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; head injuries; motor vehicle occupant; school bus safety.

Target population: All age groups; professionals.

Services: Technical assistance; speakers.

Materials: AV's (loan); brochures and posters (free); catalogue of materials.

39. MOTHERS AGAINST DRUNK DRIVING (MADD)

18 Tremont Street, Suite 527

Boston, MA 02108

(617) 367-3375

Contact: State Chairman, Richard Shire

Description of program: MADD provides a variety of programs and services aimed at reducing the incidence of drunk driving. MADD also provides support services for victims of drunk drivers and victims' families; advocates for stricter drunk driving laws; advocates the use of safety belts by motor vehicle occupants; conducts first- and second-time drunk driving offender programs; and works with high school students, especially around prom and graduation time, to prevent students from driving (or riding with a driver) under the influence of alcohol.

Program areas: Alcohol-related injuries/safety issues; legislation/regulation; motor vehicle occupant.

Target population: All age groups; parents/consumers; professionals; drunk driving offenders.

Services: Speakers (free); resource library; toll-free number, 1-800-633-MADD.

Materials: AV's (loan); brochures and posters (free); quarterly newsletter, *Massachusetts MADD* (free).

40. THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF HUMANE EDUCATION

P.O. Box 362

East Haddam, CT 06423

(203) 434-8666

Contact: Director, Patty Finch

Description of program: The NAAHE is a division of The Humane Society of the United States. The Association produces extensive educational materials for children that focus on compassion, justice and respect for animals. The "Sharing Sam/Dogs Can Bite" lesson kit (for Grades Pre-K to 3) teaches about pet care, owner responsibility and the "do's and don'ts" of how to behave when encountering a strange dog.

Program areas: Animal safety.

Target population: School-aged children.

Materials: Catalogue of materials; lesson kits (fee).

41. NATIONAL DROWNING PREVENTION FOUNDATION

P.O. Box 202

Alamo, CA 94507

(415) 820-7283 (820-SAVE)

Contact: Executive Director, Nadina Riggsbee

Description of program: The Foundation is a non-profit, community-based organization established to support and direct drowning prevention efforts. The Drowning Prevention Foundation works with other agencies and government bodies to promote community awareness and the passage of safety legislation. The Foundation was instrumental in gaining passage of the pool fencing ordinance in Contra Costa County, California.

Program areas: Drowning prevention/water safety; home safety; legislation/regulation; product safety--pools, spas, hot tubs.

Target population: Infants/toddlers; school-aged children; parents/consumers; professionals.

Services: Technical assistance; speakers (fee).

Materials: Brochures and posters; Spanish and Chinese materials.

42. NATIONAL FIRE INFORMATION COUNCIL (NFIC)

P.O. Box 23221

Lansing, MI 48909

(517) 655-5355

Contact: Administrative Assistant, Mike Franks

Description of program: The critical need for a nationwide network to collect, analyze and share fire data led to the formation of the National Fire Information Council. By participating in a uniform National Fire Incident Reporting System (NFIRS), Council members are dedicated to "fighting fires with facts." The Council encompasses 40 states (including Massachusetts) and 24 metropolitan jurisdictions--with over 13,000 fire departments participating throughout the nation. The NFIC's unique coalition of federal, state and local partnerships has proven to be successful, productive and cost-beneficial. NFIC provides valuable data to an extensive range of decision makers, including media, industry, government, educational institutions, fire-related organizations and community programs.

Program areas: Burn prevention/fire safety; data collection.

Target population: All age groups.

Materials: Brochures and posters (free).

43. NATIONAL FIRE PROTECTION ASSOCIATION (NFPA)

One Batterymarch Park

Quincy, MA 02269

(617) 770-3000, ext. 270

Contact: Director, Public Relations and Public Education, Jamie E. Haines

Description of program: The Association's mission is "moving mankind toward safety from fire" through education and technical processes. NFPA's Learn Not to Burn public fire safety education program is recognized the world over as the leading curriculum for school children in grades K-8. Programs also encompass other age groups--from preschoolers to seniors.

Program areas: Babysitting safety; burn prevention/fire safety; emergency services/first aid; home safety.

Target population: All age groups; parents; professionals; fire service teachers.

Services: Technical assistance; speakers (limited; free); resource library; toll-free phone number for customers, 1-800-344-3555.

Materials: AV's; brochures; posters; catalogue of materials; Spanish materials (all may be purchased).

44. NATIONAL HEAD INJURY FOUNDATION (NHIF)

333 Turnpike Road
Southboro, MA 01772
(508) 485-9950

Contact: Heidi Hansen McCrory

Description of program: The NHIF is a non-profit organization dedicated to preventing head injuries and improving the quality of life for head injury survivors and their families. Formed in 1980, the Foundation has 37 statewide organizations and over 350 local chapters. NHIF serves as a resource for materials and assistance to local and state groups working in injury prevention.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; head injuries; motor vehicle occupant; pedestrian safety; sports/recreational safety.

Target population: All age groups; parents; professionals.

Services: Technical assistance; speakers (free); resource library; toll-free number, 1-800-444-NHIF, 9 AM to 5 PM, Monday through Friday (for survivors and families).

Materials: AV's (rent); brochures (some free; some requiring a fee); posters (fee); catalogue of materials; Spanish materials.

45. NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)/TRAFFIC SAFETY PROGRAMS

400 7th Street, SW, NTS-01

Washington, DC 20590

(202) 366-1755

Contact: Policy Advisor, Marilena Amoni

NHTSA Regional Office

Transportation System Center

Kendall Square, Code 93

Cambridge, MA 02142

(617) 494-3427

Contact: Regional Administrator, George Luciano

Description of program: NHTSA is the agency within the U.S. Department of Transportation responsible for reducing the number of accidents on the nation's highways and the deaths and injuries which result. NHTSA issues uniform national safety standards; investigates possible safety defects; conducts research; and manages a grant program for states and communities. Traffic Safety Programs at national, state and community levels implement multi-countermeasure traffic safety programs on topics of impaired driving, occupant protection, pedestrian, bicycle, motorcycle, police traffic services, emergency medical services, licensing, etc. Public information and education programs are developed for a variety of targeted audiences.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; emergency services/first aid; head injuries; legislation/regulation; motor vehicle occupant; pedestrian safety; school bus safety.

Target population: All age groups; parents; professionals.

Services: Technical assistance; speakers (free); toll-free auto hotline, 1-800-424-9393, 9 AM to 5 PM, Monday through Friday.

Materials: AV's (loan); brochures and posters (free).

46. NATIONAL SAFE BOATING COUNCIL/NATIONAL SAFE BOATING WEEK

U.S. COAST GUARD (G-NAB-3)

2100 2nd Street, SW

Washington, DC 20593-0001

(202) 267-1060

Contact: Secretary

Description of program: The National Safe Boating Council sponsors National Safe Boating Week, which is the first Sunday of June through the following Saturday. The Council produces a comprehensive Action Manual and local volunteers sponsor programs to educate the public on boating safety. The Council also holds an annual National Boating Education Seminar, during which boating educators from all over the United States meet and discuss their efforts in making boating safer.

Program areas: Drowning prevention/water safety; sports/recreational safety; boating safety.

Target population: All age groups; parents; professionals.

Services: Technical assistance.

Materials: AV's (loan--contact local Coast Guard District); brochures; posters; annual *National Safe Boating Safety Action Manual* (free).

47. THE NATIONAL SAFE KIDS CAMPAIGN

111 Michigan Avenue, NW

Washington, DC 20010

(202) 939-4993

Contact: Executive Director, Herta B. Feely

Description of program: The National SAFE KIDS Campaign is a long-term effort to educate Americans about the scope, causes, prevention and treatment of childhood injury. The Campaign functions on four levels: uniting diverse groups into local and statewide coalitions; developing educational programs; initiating public policy changes; and raising awareness through the media.

Program areas: Agricultural safety; babysitting safety; bicycle safety; burn prevention/fire safety; data collection; drowning prevention/water safety; emergency services/first aid; head injuries; home safety; lead poisoning; legislation/regulation; motor vehicle occupant; pedestrian safety; playground safety; poisoning; product safety; school safety; school bus safety; sports/recreational safety; toy safety.

Target population: Infants/toddlers; school-aged children; adults; parents/consumers; professionals.

Services: Speakers; resource library.

Materials: AV's; brochures (1 copy free; fee for additional copies); posters (fee); foreign language materials; bi-monthly newsletter, *Campaign Update* (available to coalition members).

48. NATIONAL SAFETY COUNCIL (NSC)

444 N. Michigan Avenue

Chicago, IL 60611

(312) 527-4800

Contact: President, T.C. Gilchrist; Director of Community Programs, Diane Imhulse

Description of program: NSC is a non-governmental, not-for-profit organization dedicated to the safety and health of all people. NSC is the nation's most extensive source of safety information. In order to promote safety and health 24 hours a day, the Council has expanded its efforts to include occupational and environmental health.

Program Areas: Agricultural safety; alcohol-related injuries/safety issues; babysitting safety; bicycle safety; burn prevention/fire safety; data collection; drowning prevention/water safety; emergency services/first aid; eye safety/prevention of blindness; head injuries; home safety; lead poisoning; motor vehicle occupant; pedestrian safety; rape/sexual assault; school safety; school bus safety; spinal cord safety; sports/recreational safety; occupational and health safety.

Target Population: All age groups; professionals; occupational safety directors.

Services: Technical assistance; speakers (fee); resource library.

Materials: AV's (rent); brochures and posters (fee); catalogue of materials; Spanish materials; newsletter, *Community-Volunteers' Voice/Recreation Safety*, published six times a year (fee) plus 26 industrial safety newsletters.

49. NATIONAL SAFETY COUNCIL (NSC), CENTRAL MASSACHUSETTS CHAPTER

Wachusett Plaza, Route 12

West Boylston, MA 01583

(508) 835-2333

Contact: Executive Director, Tim Cooney

Description of program: The Central Massachusetts Chapter of the NSC promotes a range of educational programs for accident prevention. Topics addressed include seat belt safety, alcohol abuse prevention, home safety, workplace safety, automobile safety, and bicycle safety. Resources are provided and training is available for program implementation.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; burn prevention/fire safety; drowning prevention/water safety; emergency services/first aid; eye safety/prevention of blindness; head injuries; home safety; legislation/regulation; motor vehicle occupant; pedestrian safety; poisoning; school safety; school bus safety.

Target population: All age groups; professionals.

Services: Technical assistance; speakers (free); resource library.

Materials: AV's (loan); brochures (some free, some requiring a fee); posters (fee); catalogue of materials; monthly newsletter, *The Sentinel* (free).

50. NATIONAL SAFETY TOWN CENTER (NSTC)

P.O. Box 39312

Cleveland, OH 44139

(216) 831-7433

Contact: Director, Corporate & Government Relations, William P. Wallace

Description of program: NSTC, Safety Town's parent organization, serves as a resource and coordinating agency to local communities in establishing and conducting a safety education program. The program, called Safety Town, introduces safety awareness and preventive procedures to young children. Since its inception in 1964, over 3,000,000 children have participated, and over 25,000,000 teenagers, parents, grandparents, corporations, school organizations, individuals, uniformed personnel and teachers have helped children and parents introduce bicycle safety procedures. The benefits of helmet usage has recently been added to our curriculum.

Program areas: Bicycle safety; burn prevention/fire safety; child abuse/family violence; drowning prevention/water safety; emergency services/first aid; home safety; legislation/regulation; motor vehicle occupant; pedestrian safety; playground safety; poisoning; school safety; school bus safety; sports/recreational safety; toy safety; stranger; animal.

Target population: All age groups; professionals; city/school/elected officials, business and organization personnel.

Services: Technical assistance; speakers (some free, some requiring a fee); resource library.

Materials: AV's (rent); brochures and posters (some free; some requiring a fee); catalogue of materials; Spanish materials; bi-monthly newsletter, *Center's Report of Activities* (free--limited quantities).

51. NATIONAL SOCIETY TO PREVENT BLINDNESS (NSPB)

500 East Remington Road

Schaumburg, IL 60173

(312) 843-2020; FAX #: (312) 843-8458

Contact: Manager, Safety Programs, Tod W. Turriff

Massachusetts Affiliate:

373 Concord Avenue

Belmont, MA 02178

(617) 489-0007

Contact: Executive Director, Jack Curley

Description of program: The National Society to Prevent Blindness, founded in 1908, is the oldest voluntary national health organization that works to prevent blindness through community service programs, public and professional education, and research. Injury prevention programs include industrial eye safety, children's eye safety, agricultural eye safety, adult eye safety, and proper "jump-start" procedures for automobiles.

Program Areas: Agricultural eye safety; eye safety/prevention of blindness; home eye safety; sports/recreational eye safety; toy safety (children's eye safety); industrial eye safety; data collection; first aid; product safety; school safety; jump-start procedures for cars.

Target Population: All age groups; parents; professionals.

Services: Technical assistance; resource library; toll-free number, 1-800-221-3004, 9 AM to 5 PM, Monday through Friday.

Materials: AV's; brochures (fee; single copies free); posters (fee); catalogue of materials.

52. NATIONAL SPA & POOL INSTITUTE (NSPI)

2111 Eisenhower Avenue

Alexandria, VA 22314

(703) 838-0083

Contact: Senior Vice President, Larry E. Paulick

Description of program: NSPI is a major participant in the National Swimming Pool Safety Committee's Operation Water Watch campaign. The institute has developed four sample news releases for distribution and three brochures on safety; maintains 30-second public service announcements on diving and drowning; provides a booklet entitled *The Sensible Way to Enjoy your Pool*; and participates in safety conferences.

Program Areas: Drowning prevention/water safety; spinal cord injury.

Target Population: Infants/toddlers; school-aged children; adolescents; adults; parents.

Materials: AV's (loan and rent); brochures (some free; some requiring a fee); catalogue of materials (on all activities, not just safety).

53. NATIONAL SPINAL CORD INJURY ASSOCIATION

600 West Cummings Park, Suite 2000

Woburn, MA 01801

(617) 935-2722

Contact: Director of Program Operations, Janna Jacobs, MRC, CRC

Description of program: Efforts at injury prevention focus primarily on educating youths and young adults about safety issues related to spinal cord injuries. This includes aquatic and motor vehicle safety, as well as an overall effort to heighten awareness of the consequences of risk-taking behavior. The Association also produced an advertising campaign related to prevention issues that has appeared in national magazines; these ads are available as posters.

Program areas: Alcohol-related injuries/safety issues; drowning prevention/water safety; motor vehicle occupant; playground safety; spinal cord injury; sports/recreational safety.

Target population: School-aged children; adolescents; adults.

Services: Speakers (free); resource library; toll-free number, 1-800-962-9629, 9:00 AM to 5:00 PM EST.

Materials: AV's (Loan--limited); brochures (free); posters (fee); quarterly newsletter, *SCI Life*, which has a prevention section every issue and often includes an ad from our prevention campaign (fee).

54. NEW ENGLAND ASSOCIATION OF CHILD WELFARE COMMISSIONERS & DIRECTORS

Judge Baker Children's Center

295 Longwood Avenue

Boston, MA 02115

(617) 232-8390, ext. 5

Contact: Director, Claudia Jacobs

Description of program: The Association is comprised of New England social service commissioners, each dealing with management of child abuse reporting, investigation and remediation. The group meets three times per year and focuses on a specific topic at each meeting. Injury prevention was the focus of a 1988 meeting, and was followed by a newsletter edition on child health with an injury prevention focus and a paper entitled "Injury Prevention: Options for the Child Welfare Community."

Program areas: Child abuse/family violence.

Target population: Infants/toddlers; school-aged children; adolescents; professionals.

Materials: Quarterly newsletter, *Common Ground*, focuses on child welfare/child abuse (fee); May 1988 edition on injury prevention--free copies available.

55. NEW ENGLAND NETWORK TO PREVENT CHILDHOOD INJURIES

Education Development Center (EDC)

55 Chapel Street

Newton, MA 02160

(617) 969-7100, ext. 365

Contact: Project Director, Patty Molloy

Description of program: A partnership among the New England state maternal and child health directors, their injury prevention staff, and EDC, the Network shares information, aggregates injury data, and supports small-scale projects in each New England state. The Network also focuses on publicity and advocacy to raise awareness of policy makers, program planners, and care providers about childhood injuries. The Network has produced a number of products for use in injury prevention efforts.

Program areas: Bicycle safety; burn prevention/fire safety; child abuse/family violence; drowning prevention/water safety; home safety; homicide/suicide; motor vehicle occupant; pedestrian safety; playground safety; poisoning; rape/sexual assault; sports/recreational safety; educating professionals about injury prevention; training practitioners to use Injury Prevention: Meeting the Challenge.

Target population: Infants/toddlers; school-aged children; adolescents; professionals.

Services: Technical assistance; resource library; toll-free number, 1-800-225-8243, Monday through Friday.

Materials: AV's (purchase); brochures (free--single copies); catalogue of materials.

56. NORTHAMPTON SAVING LIVES PROGRAM (NSLP)

City Hall

210 Main Street

Northampton, MA 01060

(413) 586-6950, ext. 288

Contact: Director, Wendy Foxmyn

Description of program: NSLP is a comprehensive, community-based traffic safety program that seeks to reduce highway accidents and related injuries and deaths through education in the schools and the community, increased law enforcement activities, and promotional campaigns.

Program areas: Alcohol-related injuries/safety issues (including alcohol servers' responsibilities); bicycle safety; head injuries; motor vehicle occupant; pedestrian safety (including sight-impaired); school bus safety.

Target population: All age groups; professionals.

Services: Technical assistance; speakers (free); resource library.

Materials: AV's (loan); brochures (free); posters (some free; some requiring a fee); catalogue of materials; Spanish materials.

57. OFFICE OF DISABILITY PREVENTION

Massachusetts Department of Public Health

150 Tremont Street, 6th floor

Boston, MA 02111

(617) 727-1960, ext. 221

Contact: Injury Prevention Planner, Jean O'Leary

Description of program: The Office of Disability Prevention is a CDC funded project to provide a coordinated strategy for prevention of developmental disabilities, spinal cord injuries, head injuries and secondary disabilities. Capacity building within the state will lead to community based initiatives in the second year of the program.

Program areas: Head Injuries; spinal cord injuries; secondary disabilities.

Target population: All age groups; parents/consumers; professionals.

Services: Technical assistance. Note: the Office of Disability was organized in April, 1989. Services and materials will be expanded upon as the program continues.

58. OFFICE OF EMERGENCY MEDICAL SERVICES (OEMS)

Massachusetts Department of Public Health

80 Boylston Street, Suite 1040

Boston, MA 02116

(617) 451-3433

Contact: Policy and Research Director, Robert Cadigan

Description of program: OEMS conducts public education programs (with regional councils) and an emergency service needs assessment.

Program areas: Data collection; emergency services/first aid.

Target population: School-aged children; adolescents; adults; senior citizens; professionals.

Materials: Brochures (free).

59. OFFICE OF THE CHIEF MEDICAL EXAMINER

42 Lake Avenue

Worcester, MA 01604

(508) 856-3501

Contact: Chief Medical Examiner, Brian D. Blackbourne, MD

Description of program: Investigates all deaths by injury or poisoning in Massachusetts.

Program areas: Child abuse/family violence; homicide/suicide; motor vehicle occupant; accidental injuries to children and their prevention.

60. OFFICE OF THE STATE FIRE MARSHAL

Division of Fire Prevention

1010 Commonwealth Avenue

Boston, MA 02215

(617) 566-4500

Contact: State Fire Marshal, Joseph A. O'Keefe

Description of program: Primary responsibilities of the Office of the State Fire Marshal are to enforce the Board of Fire Prevention Regulations through local fire departments and to investigate fires in the Commonwealth using trained State Police Investigators assigned to the Division. This office administers the Mass. Fire Incident Reporting System (MFIRS), the Mass. Burn Injury Reporting System (M-BIRS), the Fire Safety Commission and the Suffolk County Arson Prevention Program.

Program areas: Burn prevention/fire safety.

Target population: All age groups; professionals.

Services: Technical assistance; speakers (free); resource library; toll-free hotline to report suspected arson, 1-800-682-9229, 24 hours a day.

Materials: AV's (loan); brochures and posters (free); catalogue of materials; Spanish, Portuguese, Khmer, Vietnamese, Chinese, and Haitian Creole materials.

61. OFFICE OF VIOLENCE PREVENTION

Massachusetts Department of Public Health

150 Tremont Street, 7th floor

Boston, MA 02111

(617) 727-2662

Contact: Director, Paul Bracy

Description of program: The Office of Violence Prevention focuses on the issues of violence and homicide at a statewide level. The Office has two major agendas: education to reduce individual risk factors including weapon carrying and substance abuse; and a focus on community level factors such as the availability of weapons and the acceptability of weapon carrying. The Office of Violence Prevention will plan and develop programmatic strategies, work to organize communities (particularly in high-risk areas) and provide training in violence prevention activities to local groups. The Office is currently involved in several projects to organize violence prevention efforts with other state agencies.

Population: School-aged children; adolescents; parents; professionals.

Services: Technical assistance; speakers. Note: the Office of Violence is a new program at the Department of Public Health, and will expand upon its services and materials in the near future.

62. PLYMOUTH SAVING LIVES PROGRAM

130 Court Street
Plymouth, MA 02360
(508) 746-6417

Contact: Program Coordinator, Kristula Piekarski

Description of program: An innovative, comprehensive, community-based traffic safety program designed to increase community awareness through involvement with schools, businesses, alcohol servers and law enforcement officers in the town of Plymouth.

Program areas: Alcohol-related injuries; head injuries; motor vehicle occupant; pedestrian safety; school bus safety.

Target population: Entire community--all age and socioeconomic groups.

Services: Speakers (free); resource library.

Materials: AV's (loan); brochures and posters (free); monthly newsletter, *Plymouth Saving Lives* (free).

63. POISON PREVENTION WEEK COUNCIL

P.O. Box 1543
Washington, DC 20013
(301) 492-6580

Contact: Poison Prevention Week Council Secretary, Ken Giles

Description of program: National Poison Prevention Week is observed each year during the third full week of March. The Poison Prevention Week Council publishes a "List of Materials" and distributes a packet of materials. Thirty-six national organizations help distribute these publications to raise public awareness about poison prevention.

Program areas: Poisoning.

Target population: Infants/toddlers.

Materials: Brochures (free); posters (fee); catalogue of materials.

64. PRESCHOOL ENRICHMENT TEAM, INC. (P.E.T.)

276 High Street
Holyoke, MA 01040
(413) 536-3900

Contact: Health Educator, Janice Stockman

Description of program: P.E.T. provides training and consultation to child care providers, as well as some parent education groups in Hampden and parts of Hampshire counties. P.E.T. has developed workshops using the SCIPP Safe Day Care manual targeted at group day care providers, and included safety concerns in consultations at centers whenever possible. P.E.T. has trained family day care providers, licensors and teen parents on home safety using the SCIPP Safe Home module. On a limited basis, safety supplies have been provided to Hispanic family day care providers in Holyoke through a grant from Holyoke Gateway Cities Project. Finally, injury prevention is emphasized in all of P.E.T.'s first aid courses which are taught to 200 child care providers each year.

Program areas: Burn prevention/fire safety; child abuse/family violence; child care/day care; emergency services/first aid; home safety; lead poisoning; playground safety; poisoning; toy safety.

Target population: Infants/toddlers; preschoolers; parents/consumers; community professionals working with young children; group day care and family day care providers.

Services: Technical assistance; speakers (some free; some requiring a fee).

Materials: Brochures (fee); quarterly newsletter, *PET Letter*, includes some articles on health and safety (free to professionals).

65. RECREATIONAL SAFETY INSTITUTE (R.S.I.)

P.O. Box 392
Ronkonkoma, NY 11779
(212) 321-2559

Contact: Director, Dr. Arthur Mittelstaedt

Description of program: R.S.I. is a non-profit membership organization of experts in fields associated with education, recreation and institution facilities and services. This unique organization is dedicated to safeguarding the interests of owners/operators and their users. R.S.I. is dedicated to advancing risk reduction methodologies and risk management techniques by helping organizations to improve their facilities, protect participants, and train staff.

Program areas: Child care/day care; drowning prevention/water safety; playground safety; product safety; sports/recreational safety.

Target population: All age groups; professionals; recreational health facilities; schools and universities; institution facilities and programs.

Services: Technical assistance; speakers (some free; some requiring a fee).

Materials: AV's (rent); brochures (free); quarterly newsletter, *Leisure Litigation Digest* (fee).

66. REGISTRY OF MOTOR VEHICLES

100 Nashua Street

Boston, MA 02114

(617) 727-3732

Contact: Driver Improvement and Education Program

Description of program: The Registry sponsors a Speakers' Bureau; conducts school bus evacuation drills; and provides pedestrian, bicycle, seat-belt and driver safety instruction.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; data collection; motor vehicle occupant; pedestrian safety; school bus safety.

Target population: School-aged children; adolescents; adults; senior citizens.

Services: Technical assistance; speakers.

Materials: Quarterly newsletter, *Registry News* (free).

67. REHABILITATION AND CHILDHOOD TRAUMA RESEARCH AND TRAINING CENTER

Department of Rehabilitation Medicine/Tufts-New England Medical Center

750 Washington Street, Box 75KR

Boston, MA 02111

(617) 956-5031

Contact: Pediatric Trauma Registry Manager, Carla DiScala, PhD

Description of program: The Pediatric Trauma Registry is a national collection of information on acute management of trauma in a population aged 0 to 20 years. Most injuries (with the exclusion of burns, poisoning and drowning) are included. All admissions to trauma centers are included as well as DOA and dead in Emergency Room. Cases treated only in Emergency Rooms are not included. Injury event and place of occurrence are coded using information on external cause of injury (E-codes).

Program areas: Data collection.

Target population: Consumers; professionals.

Services: Technical assistance; speakers (some free; some requiring a fee).

68. SAFETY COUNCIL OF WESTERN MASSACHUSETTS (SCWM)

90 Berkshire Avenue

Springfield, MA 01109

(413) 737-7908

Contact: Membership Services Director, Laurene Germano

Description of program: This organization is committed to reducing the number and severity of accidental injuries and occupational illnesses. SCWM helps organizations of all sizes and types to develop intelligent, systematic programs of loss control that save lives, reduce human suffering and reduce financial costs. This is a fully accredited chapter of the National Safety Council, comprised of more than 300 member companies, working in Hampden, Hampshire, Franklin and Berkshire Counties.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; burn prevention/fire safety; drowning prevention/water safety; emergency services/first aid; eye safety/prevention of blindness; home safety; lead poisoning; legislation/regulation; motor vehicle occupant; pedestrian safety; rape/sexual assault; school safety; sports/recreational safety.

Target population: All age groups; professionals.

Services: Technical assistance; speakers (fee); resource library.

Materials: AV's (loan to members; rent to non-members); brochures and posters (some free; some requiring a fee); catalogue of materials; quarterly newsletter for members, *Council Newsletter*, with monthly updates.

69. SHRINERS BURNS INSTITUTE

51 Blossom Street

Boston, MA 02114

(617) 722-3000, ext. 213 or 121

Contact: Hospital Schoolteacher, Elizabeth Driscoll, and Director of Social Services, Sue Cahners

Description of program: The Institute provides school re-entry programs for its patients who have been burned and are returning to school. The students and faculty are educated about disfigurement, scarring and burns in general. Also, burn prevention is taught and an age-appropriate film on the subject is shown. The goal is to provide as smooth a transition as possible for the patient returning to school.

Program areas: Burn prevention/fire safety.

Target population: School-aged children; adolescents; teachers.

Materials: AV's (films developed by Project Burn Prevention and "An Ounce of Prevention").

70. SOUTHEASTERN MASSACHUSETTS UNIVERSITY CHILDHOOD INJURY PREVENTION PROGRAM

Four Park Place, Room 19

New Bedford, MA 02742

(508) 999-9930

Contact: Director, Carmen Maiocco

Description of program: The program offers services in Fall River and New Bedford, providing home safety visits, distribution of safety devices, and community lectures. The program is funded by local community development money and private donations.

Program areas: Bicycle safety; burn prevention/fire safety; child care/day care; home safety; lead poisoning; motor vehicle occupant; pedestrian safety; playground safety; poisoning; school safety; school bus safety; toy safety.

Target population: Infants/toddlers; parents/consumers; professionals.

Services: Speakers (free).

Materials: Brochures and posters (free).

71. STATEWIDE COMPREHENSIVE INJURY PREVENTION PROGRAM (SCIPP)

Massachusetts Department of Public Health

150 Tremont Street, 3rd Floor

Boston, MA 02111

(617) 727-1246

Contact: Resource Center Coordinator, Beth Hume

Description of program: SCIPP was created in 1979 to address the problem of childhood injuries in Massachusetts. SCIPP's extensive resources include the SAFESTATE training programs and materials; a computerized database; a resource center which functions as a lending library; and technical assistance for implementation of programs. SCIPP serves as a center to coordinate injury prevention efforts and disseminate information.

Program areas: Babysitting safety; bicycle safety; burn prevention/fire safety; child care/day care; data collection; drowning prevention/water safety; emergency services/first aid; eye safety/prevention of blindness; head injuries; home safety; lead poisoning; legislation/regulation; motor vehicle occupant; pedestrian safety; poisoning; product safety; school safety; school bus safety; sports/recreational safety; toy safety.

Target population: All age groups; professionals.

Services: Technical assistance; speakers for large groups (free); resource library.

Materials: AV's (loan); brochures and posters (free); some materials available in Spanish, Portuguese, Haitian Creole, Vietnamese, Khmer and Chinese.

72. STATEWIDE HEAD INJURY PROGRAM (SHIP)/MASSACHUSETTS REHAB. COMMISSION

Fort Point Place
27-43 Wormwood Street
Boston, MA 02210
(617) 727-8732
Contact: Director, Debra S. Kamen

Description of program: SHIP provides statewide inservice training on traumatic head injury stressing the critical need for prevention efforts. SHIP also funded the Massachusetts Head Injury Association in FY87 to purchase public service announcements slots on injury prevention and the use of seat belts.

Program areas: Alcohol-related injuries/safety issues; child abuse/family violence; head injuries.

Target population: All age groups; professionals.

Services: Technical assistance; speakers.

73. STUDENTS AGAINST DRIVING DRUNK (SADD)

P.O. Box 800
Marlboro, MA 01752
(508) 481-3568
Contact: Executive Director, Robert Anastas

Description of program: SADD has chapters in high schools, middle schools and colleges. The goals of SADD are 1) to eliminate death and injury due to drinking and driving among youth; 2) to promote compliance with all the laws regarding alcohol and drugs; and 3) to establish a parent, student, and community education program.

Program areas: Alcohol-related injuries/safety issues; head injuries; homicide/suicide; motor vehicle occupant; pedestrian safety; sports/recreational safety.

Target population: School-aged children; adolescents; adults; parents/consumers; professionals.

Services: Speakers.

Materials: Brochures (free); catalogue of materials; quarterly newsletter, *SADD Newsletter* (free).

74. SUFFOLK COUNTY ARSON PREVENTION PROGRAM (SCAPP)

Division of Fire Prevention
1010 Commonwealth Avenue
Boston, MA 02215
(617) 566-4500, ext. 316
Contact: Program Manager

Description of program: SCAPP provides technical assistance to arson prevention and fire safety groups; manages the Mass. Fire Incident Reporting System (MFIRS) and the Mass. Burn Injury Reporting System (M-BIRS); conducts analysis of the fire and burn problems in Suffolk County and Massachusetts; maintains a small public education resource library on fire and burn prevention; assists with the Arson Watch Reward Program; coordinates Fire Prevention Week and Burn Awareness Week activities for the State Fire Marshal's office; and conducts arson research for State Police Investigators.

Program areas: Burn prevention/fire safety.

Target population: All age groups; professionals.

Services: Technical assistance; speakers (free); resource library; toll-free hotline to report suspected arson, 1-800-682-9229, 24 hours a day.

Materials: AV's (loan); brochures and posters (free); catalogue of materials; Spanish, Portuguese, Khmer, Vietnamese, Chinese, and Haitian Creole materials.

75. TOTAL RECREATION MANAGEMENT SERVICES, INC.

395 South End Avenue, Suite 29J
New York, NY 10280
(212) 321-2546
Contact: President, Dr. Frances Wallach

Description of program: Total Recreation Management Services provides safety audits of parks, playgrounds, schools and sports facilities. The agency also designs risk-reduction programs; develops staff training programs, including training videotapes; reviews park and playground designs for potential hazards; provides safety seminars to schools, municipalities, conferences.

Program areas: Child care/day care; playground safety; school safety; sports/recreational safety.

Target population: All age groups; professionals; boards; commissions; volunteers.

Services: Technical assistance; speakers (fee).

Materials: AV's (loan).

76. TOY MANUFACTURERS OF AMERICA

200 5th Avenue
New York, NY 10010
(212) 675-1141

Description of program: Toy Manufacturers of America is the trade association for the American toy industry. The association produces two booklets on toy safety and selection, "The ABC's of Toys and Play" and "Learning About Labels." One copy of each brochure is available free by sending a request to: Toy Booklets, P.O. Box 866, Madison Square Station, New York, NY 10159.

Program areas: Toy safety.

Target population: Infants/toddlers; school-aged children; parents/consumers.

Materials: Brochures (free).

77. THE TRAUMA FOUNDATION

Building 1, Room 306
San Francisco General Hospital
San Francisco, CA 94410
(415) 821-8209, ext. 13
Contact: Executive Director, Andrew McGuire

Description of program: The mission of the Trauma Foundation is to turn scientific knowledge into successful injury prevention strategies and policies.

Program areas: Alcohol-related injuries/safety issues; bicycle safety; burn prevention/fire safety; data collection; head injuries; homicide/suicide; legislation/regulation; motor vehicle occupant; product safety; motorcycle helmet law; firearms.

Target population: Adolescents; adults; senior citizens; parents/consumers; professionals.

Services: Technical assistance; speakers (fee); resource library.

Materials: Brochures (free); posters (fee); slide shows (sale or rent); quarterly newsletter, *Injury Prevention Network & Bulletin on Alcohol Policy* (\$20.00 annually).

78. U.S. CONSUMER PRODUCT SAFETY COMMISSION (CPSC)

Washington, DC 20207

(301) 492-6580

Contact: Deputy Director for Public Affairs, Dan Rumelt

Regional Office:

U.S. Consumer Product Safety Commission (CPSC)

10 Causeway Street, Room 224

Boston, MA 02222

(617) 565-7730

Contact: Public Affairs, Barbara McEachern

Description of program: CPSC was created to protect the public against unreasonable risks of injuries associated with consumer products. CPSC obtains the recall or repair of products that present substantial or imminent hazards, works with industry to develop voluntary safety standards, issues and enforces mandatory standards where appropriate, bans products for which no reasonable standard would adequately protect the public, researches potential hazards, and conducts consumer information programs. CPSC also operates a toll-free hotline for consumers to report product-related injuries or hazards and to provide information about consumer product recalls and safety information.

Program areas: Babysitting safety; bicycle safety; burn prevention/fire safety; data collection; drowning prevention/water safety; eye safety/prevention of blindness; head injuries; home safety; lead poisoning; legislation/regulation; pedestrian safety; playground safety; poisoning; product safety; school safety; spinal cord injury; sports/recreational safety; toy safety.

Target population: All age groups; professionals.

Services: Speakers (free); toll-free hotline, 1-800-638-CPSC (2772), to report injuries or product hazards from 10:30 AM to 4:00 PM, Monday through Friday or (from a touch-tone phone) for recorded information on recalls and product safety, 24 hours a day/7 days a week.

Materials: AV's (loan); brochures (free); catalogue of materials; foreign language materials (Spanish--limited titles and quantities).

81. WOMEN'S HEALTH UNIT

Massachusetts Department of Public Health
150 Tremont Street, Third Floor
Boston, MA 02111
(617) 727-7222
Contact: Coordinator, Elba Crespo

Description of program: The Women's Health Unit has initiated a number of projects which address women's health and well-being within the context of their economic, occupational, and social roles. Integral to the Unit's work is the recognition that a woman's health can only be protected and promoted if her race, culture, role in the labor force, and economic status are incorporated into service design and delivery. Programs include: Family Violence and Sexual Abuse Prevention; Cambodian Women's Health Project; Reproductive Health Programs; Working Women's Health Program; Latina Women's Health Program.

Program areas: Child abuse/family violence; homicide/suicide (as is related to violence against women); rape/sexual assault.

Target population: Adolescents; adults; parents/consumers; professionals; teachers.

Services: Speakers (free).

Materials: AV's (loan); brochures and posters (free); limited brochures, posters and films in Spanish.

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